

FIRST CASH FINANCIAL SERVICES INC

Form 4

November 10, 2010

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
WESSEL RICK L

2. Issuer Name **and** Ticker or Trading
Symbol
FIRST CASH FINANCIAL
SERVICES INC [FCFS]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

690 E. LAMAR BLVD. #400

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
11/08/2010

☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify below)
Chairman & CEO

ARLINGTON, TX 76011

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting
Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount (1)	(A) or (D)	Price	
Common Stock	11/08/2010		S		94,818 (1)	D	\$ 30.2966	311,982 D
Common Stock	11/09/2010		S		7,349 (1)	D	\$ 30.2724	304,633 D
Common Stock ⁽²⁾								30,000 D
Common Stock								1,500 I
								Owned by son

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. De Se (In	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 9.67							01/29/2004	01/29/2014	Common Stock	60,000
Options	\$ 12.5							01/28/2005	01/28/2015	Common Stock	82,000
Options	\$ 15							01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 17.5							01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 20							01/28/2005	01/28/2015	Common Stock	90,000
Options	\$ 15							12/20/2005	12/20/2015	Common Stock	90,000
Options	\$ 17							12/20/2005	12/20/2015	Common Stock	90,000
Options	\$ 19							12/20/2005	12/20/2015	Common Stock	90,000
Warrants	\$ 2.67							04/03/2002	04/03/2012	Common Stock	136,800
Warrants	\$ 3.84							05/09/2003	05/09/2013	Common Stock	240,000

Reporting Owners

Reporting Owner Name / Address

Relationships

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	Director	10% Owner	Officer	Other
WESSEL RICK L 690 E. LAMAR BLVD. #400 ARLINGTON, TX 76011	X		Chairman & CEO	

Signatures

/s/ Rick L.
Wessel

11/10/2010

__Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These shares were sold pursuant to the provisions of a pre-established Rule 10b(5)-1 Plan.
- (2) Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.

Remarks:

Shares and per share amounts reflect 2-for-1 stock split effective Feb. 22, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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